

MAIL TO:
Office of the Attorney General
Registry of Charitable Trusts
P.O. Box 903447
Sacramento, CA 94203-4470

COMMERCIAL FUNDRAISER FOR CHARITABLE PURPOSES



653-1

ANNUAL FINANCIAL REPORT FOR 2004
(California Government Code Section 12599)

Failure to file annual financial report by January 30th annually for each calendar year of solicitation may result in late fees as defined in Government Code Section 12586.1

STREET ADDRESS:
1300 I Street
Sacramento, CA 95814
Telephone: (916) 323-5079

An annual financial report must be filed for each event for each charity solicited for during the previous calendar year.

WEB SITE ADDRESS:
<http://ag.ca.gov/charities/>

Name and Address of Commercial Fundraiser:

653

G+M Public Relations Inc.
Name of commercial fundraiser
4429 E Village Road
Address of commercial fundraiser
Long Beach CA 90808
City, State, and ZIP Code

Name and Address of Charitable Organization:

263 9082

CT No. 004304 F.E.I.N. No. 95-398-2067
Association for Los Angeles Deputy Sheriffs Inc.
Name of charity
828 W Washington Blvd
Address of charity
Los Angeles CA 90015-3310
City, State, and ZIP code of charity

Figures from (check one): National Campaign California Campaign

Telemarketing / Direct mail held (on) (from) January 1, 20 04, to December 31, 20 04
(Type of activity) (Date or dates must be shown)

Is the contract between the commercial fundraiser and charity based upon a fee or percentage of revenues? Fee Percentage Other
If other, provide brief explanation _____

1. REVENUE

A. Cash contributions	<u>481,379.50</u>	A.
B. Entertainment sales or admission charges	_____	B.
C. Sales from products	_____	C.
D. Advertisement sales	_____	D.
E. Membership fees	_____	E.
F. Other sources: (Specify)	_____	Fa.
a. _____	_____	Fb.
b. _____	_____	Fc.
c. _____	_____	Fd.
d. _____	_____	
G. TOTAL REVENUE	<u>481,379.50</u>	G.

2. EXPENSES

A. Fees or commissions	<u>(13,522.82)</u>	A.
B. Salaries	<u>241,136.02</u>	B.
C. Payroll taxes	<u>20,227.21</u>	C.
D. Employee benefits	_____	D.
E. Cost of merchandise for resale	_____	E.
F. Cost of entertainment	_____	F.
G. Postage	<u>12,017.79</u>	G.
H. Advertising	_____	H.
I. Telephone	<u>21,695.14</u>	I.
J. Rental of equipment	_____	J.
K. Facilities charge	_____	K.
L. Permits	<u>542.52</u>	L.
M. Other expenses: (Specify)	_____	Ma.
a. <u>Printing</u>	<u>17,919.26</u>	Mb.
b. <u>Promotional Material</u>	<u>7,370.04</u>	Mc.
c. <u>Office Supplies + Expense</u>	<u>24,293.17</u>	Md.
d. <u>Office Rent</u>	<u>9,147.21</u>	
N. TOTAL EXPENSES	<u>385,103.60</u>	N.
e. Employee Recruiting	<u>2,442.11</u>	
f. Legal and Accounting	<u>8,860.27</u>	
g. Insurance	<u>101,903.78</u>	
h. Payroll service	<u>2,782.60</u>	
i. Transportation / Auto	<u>7,173.91</u>	
j. Corporate Income Tax	<u>10,188.82</u>	
k. Computer Expense	<u>1,926.57</u>	

PK

**COMMERCIAL FUNDRAISER FOR CHARITABLE PURPOSES
ANNUAL FINANCIAL REPORT FOR 2004**

(California Government Code Section 12599)

Page 2

3. Amount to charity (subtract line 2N from line 1G) 96,275.90 3.
4. Less additional fundraising expenses paid by charity including fee paid to commercial fundraiser (to be completed by charity) 0 4.
5. Less fair market value of goods and/or services used for the event which were paid by sponsor(s) 0 5.
6. Net proceeds realized by charity from the campaign (subtract lines 4 and 5 from line 3) 96,275.90 6.

7. (a) Does any officer, director, partner or owner of the commercial fundraiser have any affiliation with or control over, directly or indirectly, the charitable organization for which the commercial fundraiser has contracted to solicit?

Yes No If "yes" complete the following:

Name of officer, director, partner or owner of commercial fundraiser	Name and address of charitable organization	Relationship of officer, etc. to charitable organization

(b) For each affiliation identified in 7(a), attach copy of the contract between the commercial fundraiser and the charity.

Under penalties of perjury, I declare that I have examined this report, including accompanying documents, schedules and statements, and to the best of my knowledge and belief, it is true, correct and complete.